

EL PASO HERALD

CHAMBER OF COMMERCE TO TAKE UP AUTOMOBILE CLUB'S WORK

Plan to Be Placed Before It Whereby Committee on Automobiling and Good Roads Will Be Created, Meets With Favor; Automobilists Fail to Support Automobile Club and Its Work Is Greatly Hampered.

UNION of the El Paso Automobile club and the chamber of commerce for a more effective work in the betterment of road conditions is a matter that may not be far distant.

For months the Automobile club has been dormant for lack of support. President J. H. Rinehart and his predecessors, J. G. McNary and C. R. Stevens, met with little support from the automobilists of El Paso, notwithstanding that many cities and nearby the city of El Paso have flourishing clubs that are doing much work. In El Paso, however, some of the wealthiest owners of automobiles declined even to join the club and pay the \$6 a year dues. The result has been that the club has been hampered in putting up signs and issuing road maps. The further result has been that tourists arriving at El Paso were unable to get information of use to them in getting out of the city, and for lack of maps and data, the El Paso Club has been unable to supply Automobile Club, Pecos, Deming and other towns with data that might bring tourists here from those places.

No Money to Work With.

Mr. Rinehart placed a few signs on the roads leading into and out of El Paso, but went into debt personally to do it. At that, he was not able to do as much signage as was needed and no maps or road logs were issued that were worthy of the name, because of lack of funds. The first road log that could be called a real log was issued by Harry Locke a few days ago when he published the route of the Borderland from El Paso to Los Angeles.

At present Mr. Rinehart and Mr. Locke are making logs and maps of the roads leading out of El Paso, but they include only one day trips. Still they will be better than nothing, and the first that El Paso has had. These are not being issued by the automobile club, however; they are being issued by Rinehart and Locke who expect their remuneration from the advertisements which the logs will carry.

Pecos Valley Wants Maps.

They have just been called to Artesia and asked to make a log and map of the road from a connection with the Borderland and Southern National Highway down through the Pecos valley to Artesia and Hopen, and from the mountains by way of Hueco National park to El Paso. They have also been asked by Pecos to make a map of the road from Roswell to Pecos and from Pecos to El Paso. These, they expect to include in the book which they are about to issue. They have not yet closed with the El Paso chamber of commerce to include maps from Albuquerque to El Paso and from Roswell to El Paso in the book. These two maps, if included, would make available logs and maps for every road leading into El Paso from all the important surrounding towns.

The Possibilities.

The matter of disbanding the Automobile club and incorporating it as a section of the chamber of commerce under a chairman of automobilists and good roads, has the approval of Mr. Rinehart.

and the suggestion was met with favor among other automobilists. It is argued that practically all automobilists are members of the chamber of commerce and that as such they would be eligible to participate in the discussion of affairs brought before the committee on automobiles and good roads. It is a fact that the chamber of commerce realizes full well that El Paso needs attention; that signs are needed on all the roads entering the city, that road maps and information of interest to tourists should be arranged for and this takes money. It would be a legitimate expenditure of the chamber of commerce, it is argued, providing the matter was included in the annual budget and arrangements made for it. The matter will probably be brought before the chamber of commerce in a short time officially.

El Paso Car Sales.

The Pioneer Motor company reports the sale of a Buick touring car to W. P. Higgins, of Clifton.

A. J. Jones, of El Paso, has purchased a Buick sedan from the Pioneer Motor company of this city.

A. H. Elmore, manager of the Oakland Auto Sales company, and J. P. Foster, president of the company, are on a trip through western territory.

The International Auto company announces the following Buick sales: "25" touring car to J. G. Jolly; a "27" touring car to John Hinchman, agent at Alamogordo for a customer there, and a "27" touring car to the Borderland Auto company Las Cruces, for a customer.

Sales reported by the Elliott-Garrett company are: Studebaker "6" seven passenger to J. A. Reames, subagent at Mesquite park; Studebaker "4" four passenger to J. A. Reames, subagent at Mesquite park; Studebaker "4" four passenger to J. A. Reames, subagent at Mesquite park; Studebaker "4" four passenger to J. A. Reames, subagent at Mesquite park.

The El Paso Overland company reports the following sales of Overland cars: D. Mitchell, Pecos, model 39 touring car; Harris Lee Cream company, model 31 delivery car; M. R. Buchanan, subagent at Silver City, model 39 touring car; E. C. Hinman, 3514, Moreland street, model 39 touring car; D. Overland, model 39 touring car.

Following sales of Ford touring cars are reported by the Tri-State Motor company: H. C. Swenson, 2104 Bliss street; H. M. MacArthur, 503 Mesa avenue; N. P. Peterson, 311 North Oregon street; C. C. Dues, Texas tavern; E. P. Barnes, 2821 Aurora street; W. H. Weathers, Yalata; P. P. Marion, Clint; N. Louis Garcia, 412 South Ochoa street; W. D. Newton, subagent at Las Cruces, three touring cars. The Mt. Franklin Fuel and Feed company has purchased a Ford runabout. Ford delivery cars have been purchased by G. Pedrosa & Co., 408 South Stanton street, and Calderon Brothers, 110 East Overland street.

D. C. Sutton has purchased his fourth Reo. It is a four cylinder touring car and was delivered by the Neff-Stiles company this week.

T. J. Woodside has purchased a Maxwell "28" touring car from the Buick Motor company.

The Late Hard Times Were Not Able To Hit Motor Car Business; Not a Single Toot Taken Out Of It

BY GEORGE FITCH.

IT IS indeed reassuring to realize that the late hard times were not able to take a single toot out of the automobile business.

For more than a year Americans have retrenched with great vigor. Yet at the present time the pedestrian who desires to cross a street has to jump livelier than ever.

A large number of new Easter hats weren't purchased this spring, and more shoes were patched in 1914 than ever before. But most of the automobile factories worked nights.

This indicates more vividly than anything else the deep and circuitous prosperity of this nation. In other countries the father says in hard times: "Children, let us economize that we may not starve before spring." In America the father calls his little flock together and says: "Precious ones, if we do not cut down expenses we will have to run the old automobile this year."

Once again the hard working engineer with the furrowed brow has succeeded in making enough improvements in the 1915 car to fill the owner of a 1914 bus with mud and regret. We didn't think it

could be done, but no Columbus has yet discovered the limit of American ingenuity.

The 1915 automobile starts, lights, heats, shifts gears, pumps its tires and rolls at the pedestrian by electricity.

It is so carefully hung on springs that when a driver passes over a bump in the road the shock isn't transmitted to the owner for three miles. It uses gasoline as sparingly as a Kentucky colonel handles water, runs so quietly that the interest on the mortgage can be heard growing, and can run past an express train on a rough road without making the driver feel reckless.

Two years ago one cylinder was all an expert could handle in an automobile. Nowadays they have eight, and women drive them up the wrong side of the street with perfect ease.

For many years the price of the automobile chased the millionaire toward and upward. But of late years it has come back to meet the ordinary consumer. This year they are cheaper than ever and a four cylinder car can be bought for about twice as much as a good horse cost 25 years ago.

Automobiles are now nearly perfect, but will not be entirely so until they are fitted with planes by means of which they may soar gracefully over the soft spots in the American road.

"If we do not cut down expenses, we will have to run the old automobile this year."

BY AUTO, EL PASO TO JACKSONVILLE

Three Lads to Leave Here July 1 and to Return by September 1.

By automobile from El Paso to Jacksonville is the plan of three young El Pasoans, Charles E. Underwood, Jack R. Davis and Lamar Davis. Traveling in a Ford car, these three young men start from The Herald office on June 1 for the Florida city and they expect to make the round trip by September 1. They will have \$5 as their capital when they leave El Paso and have agreed to make all their expenses en route and get back here with \$5 on hand. If they do this, they are to receive a stake of \$100 from a local concern, according to Jack Davis, who has been assistant manager of the Public Service company.

They will follow the new Dixie highway and reports that this route is impossible are not bothering the local boys, who declare that they can set their car through somehow.

They have offered to take along a big supply of El Paso literature and distribute it along the route and the

matter is now before the chamber of commerce and the Ad club.

"We should give El Paso a lot of advertising," declared Jack Davis. "We have offered to do this free of charge and I am somewhat surprised that there has been any delay in accepting our proposition."

"We are all El Paso boosters and you can bet that everybody along the route is going to know where we come from."

"From time to time we will send word to The Herald of our progress and will thus let our friends know of our experiences. We expect to have no picnic, for, from all reports, we will strike some rough roads, but that is not worrying us much. We have had the car put in condition for hard traveling and will get through some way. We will carry blankets and a tent so if we get stuck between towns we will have shelter for the night."

As one means of meeting expenses, they will sell postcards showing the car and the three passengers and another view of the car at Jaxxars with a Mexican orchestra doing the serenade stunt.

United we stand. Let's unite in buying home valley products.

KIDDING A GUY WHILE DRIVING AT 110 AN HOUR

The only mustachioed crew of driver and mechanic now following the automobile race circuit is comprised of the Maxwell pilot, Billy Carlson, and his riding companion, Paul Franzen.

Billy's riding partner is a real one, blue, burly and of the type made famous by Spanish chivalry. Nobody chides Billy about it. It is an established performance.

Franzen's effort is blond, anemic and of the eye brow type.

In the Venice road race, Oldfield and Carlson in their Maxwells, had successfully moved down the big field, running close together for many laps, with Carlson leading. Near the finish and on the straightaway the cars exchanged places while traveling at their very top speed. As he roared by, Oldfield took one hand from the wheel and waved it with a Kaiser Wilhelm gesture across his face.

That night Franzen registered an objection.

"Kid me about this mustache all you want to around the garage," said he, "but lay off me on the race track. I might laugh and forget something."

"All the same, Franzen, thinking better of this harsher's despair," he continued, after some thought, "it's the only mistake in the world that's ever been kidded at 110 miles an hour."

GRAHAM COUNTY TO BUILD ROAD

Will Make Temporary Automobile Road at Once to Draw Traffic.

Safford, Ariz., May 29.—The Graham county board of supervisors, consisting of Geo. Foote, James Quinn and Geo. Mathews, accompanied by road commissioner Dolph Foote and secretary Joe Sullivan, of the Safford chamber of commerce made a personal investigation of the proposed new road between the San Carlos and Gila river bridges.

This route was surveyed some time ago by an experienced engineer, who estimated it would cost \$10,000 to build the 15 miles of road, that is the connecting link between Graham and Gila counties.

At a meeting of the Safford chamber of commerce chairman George Foote, of the board of supervisors for Graham county, reported the result of the trip between the above bridges, and stated that in their opinion it was possible to make a passable automobile road in a very short time for the sum of \$2,000, and although this road would only be temporary, it would be of great benefit later in the hauling of supplies for the permanent road.

It was voted that chairman Geo. Foote make a special trip to Globe and try to raise \$1,000 of the sum in that city on their would receive immediate benefit from the entire auto travel, and it was the opinion of everyone present that the business men of Globe would take up the proposed new road.

as a temporary relief, and that it would be no trouble to raise the required amount of \$1,000 and work could start at once.

With the road completed between the above two points, eastern auto tourists can be persuaded to come by the way of the Gila valley en route to the Roosevelt dam, it is believed, and save themselves many miles of extra travel in doubling back from Phoenix. The Graham county board of supervisors are determined to fix the roads in Graham county up to the highest standard even though they are seriously handicapped through lack of funds.

With good roads leading from every point in Graham county, there will be a constant flow of travel back and forth in the future that has never been known in the past. It is believed, and while the hotels and garages will be the first to receive the benefit, in time a great many travelers will stop and invest, and as a result land will often times be sold to people who are looking for a new location, it is argued.

WHY WAS THE MIRROR TAKEN OFF THE CAR?

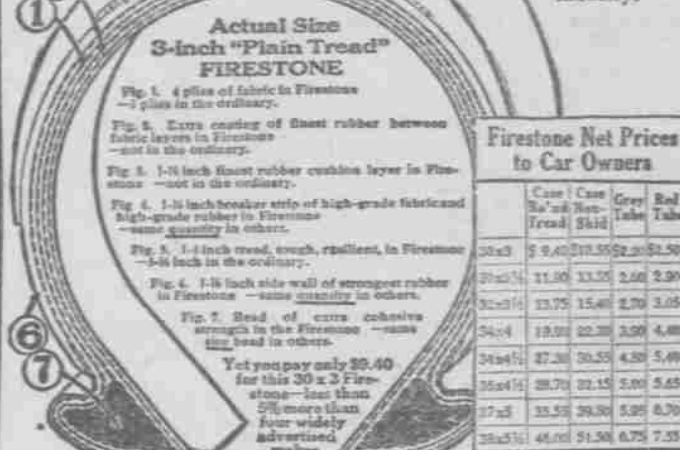
Mr. and Mrs. W. H. Land, Miss Nuclea and J. J. Mienan motored to Globe Sunday. When they were ready to return Mr. W. Land was certain that the mirror in the front part of the auto was about to joggle loose and break and insisted on taking it off and putting it away carefully. When the party was nearing home again, on the front seat, turned her head quickly and the reason for removing the mirror was explained like a flash.—El Sumner Review.

COMPARE PRICES

In the Light of Firestone Extras

YOU who know, know tire values from experience; but note also the specifications in this cross section. The same relative values apply in all sizes of Firestone tires. For instance, in the 30 x 3 inch, you pay only 40 cents more for the more mileage values represented in these extras. And only a trifle more in proportion for the larger sizes.

Less material and lower grades are traps to make sales on prices. The Firestone organization, the largest in the world specializing on tires, can make and market tires and tubes at a lower cost to you, the user, than any one else in the industry.



Firestone Net Prices to Car Owners			
Case	Case	Case	Case
30x3	30x3 1/2	32x3 1/2	34x3 1/2
20.00	22.00	24.00	26.00
22.00	24.00	26.00	28.00
24.00	26.00	28.00	30.00
26.00	28.00	30.00	32.00
28.00	30.00	32.00	34.00
30.00	32.00	34.00	36.00
32.00	34.00	36.00	38.00
34.00	36.00	38.00	40.00
36.00	38.00	40.00	42.00
38.00	40.00	42.00	44.00
40.00	42.00	44.00	46.00
42.00	44.00	46.00	48.00
44.00	46.00	48.00	50.00
46.00	48.00	50.00	52.00
48.00	50.00	52.00	54.00
50.00	52.00	54.00	56.00
52.00	54.00	56.00	58.00
54.00	56.00	58.00	60.00
56.00	58.00	60.00	62.00
58.00	60.00	62.00	64.00
60.00	62.00	64.00	66.00
62.00	64.00	66.00	68.00
64.00	66.00	68.00	70.00
66.00	68.00	70.00	72.00
68.00	70.00	72.00	74.00
70.00	72.00	74.00	76.00
72.00	74.00	76.00	78.00
74.00	76.00	78.00	80.00
76.00	78.00	80.00	82.00
78.00	80.00	82.00	84.00
80.00	82.00	84.00	86.00
82.00	84.00	86.00	88.00
84.00	86.00	88.00	90.00
86.00	88.00	90.00	92.00
88.00	90.00	92.00	94.00
90.00	92.00	94.00	96.00
92.00	94.00	96.00	98.00
94.00	96.00	98.00	100.00

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J. W. KIRKPATRICK, Prop.
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Overland Automobiles and Willys Trucks
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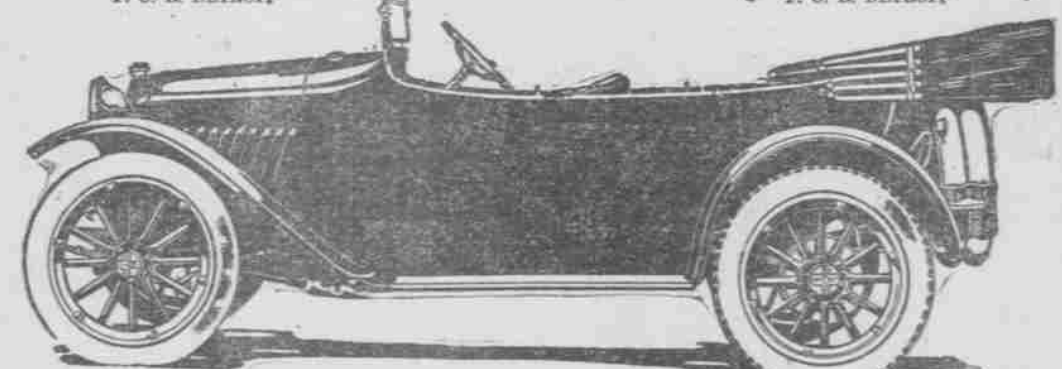
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